

CEO E-Briefing

A weekly report to City Council and the community

October 7, 2011

No. 16



CEO's Message



An all-volunteer army in Costa Mesa

There have been times when the City of Costa Mesa has asked for community volunteers to serve on various commissions and received only a trickle of applications.

But that's not the case in this latest round of recruitment. By Monday's deadline, the City was flooded with a whopping 40 applications from community members raising their hand to serve on four City Council committees (Cultural Arts, Historical Preservation, Redevelopment and Residential Rehabilitation, Investment Oversight) and the Costa Mesa Senior Center Board of Directors.

The City Council will now review the applications and make the appointments in about a month.

So how to explain this recent spike in interest? Many theories could be floated—including that it's merely a statistical fluke. But I'm guessing that you'll find 40 different reasons from the 40 applicants.

It's best not to over think this. I'm just grateful that the ranks of Costa Mesa's all-volunteer army are swelling. It shows the vibrancy of our town when residents step up to get involved.

This trend also mirrors my commitment to get the City even more deeply involved in the community by sponsoring local events and working together with nonprofits whenever possible. We have some exciting announcements about these initiatives soon.

Tom Hatch, chief executive officer, City of Costa Mesa

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☒ Comments or suggestions, please contact william.lobdell@costamesaca.gov



City of Costa Mesa



Costa Mesa City Hall

CEO's Office

On the calendar



Oct 7 FRIDAY The **Anatolian Cultures and Food Festival** returns to the OC Fairgrounds through Sunday with artisans traveling from Turkey to display and demonstrate many traditional handicrafts during the four-day festival.

Oct 8 SATURDAY The 28th Annual Mesa Verde Community Garage Sale takes place from 8 a.m. to 2 p.m. For more info, click [here](#).

Oct 10 MONDAY The Planning Commission meets at 6 p.m. in City Council Chambers. You can find the agenda [here](#).

Oct 11 TUESDAY At a 4:30 p.m. City Council Study Session in Conference 1A, actuarial and CalPERS expert John Bartell will give a presentation on the City's pension unfunded pension liabilities, future costs, the impacts of stock market fluctuations on the fund, and ways to reduce the liabilities.

Oct 13 THURSDAY The Historical Preservation Committee meets at 5:30 p.m. and the Cultural Arts Committee convenes at 6:45 p.m. Both meetings will be in at City Hall's Conference Room 1A.

For a complete list of community events, click [here](#).



Homeless Task Force to present goals, priorities at Oct. 15 workshop

The Costa Mesa Homeless Task Force will hold a "Goals, Priorities and Recommendations" workshop from 9 a.m. to noon Saturday, Oct. 15 in the Emergency Operations Center at the Costa Mesa Police Department, 99 Fair Drive.

The public is encouraged to attend the meeting and be a part of developing a strategy for what has proven to be an important concern for our community.

The Homeless Task Force has spent several months reviewing different types of ordinances, law enforcement/legal strategies, mental health/medical issues, supportive housing options and best practices of other municipalities.

With that information, the task force developed **seven goals to reduce homelessness** and the associated problems for residents and businesses. Additionally, task force members developed criteria for what constitutes a Costa Mesa homeless resident to ensure that any strategy will not be a magnet to those who do not have long-term ties to the City.

For further information, please e-mail [Muriel Ullman](#) or visit the City's [website](#).

CEO's Office (Continued)



CEO Hatch to be speaker at chamber breakfast

City Chief Executive Officer **Tom Hatch** will be the guest speaker at the Costa Mesa Chamber of Commerce's "90-Minute Breakfast Boost" at 7 a.m. on Thursday, Oct. 20. In his presentation, Hatch will discuss why Costa Mesa's budget debate has made national news, what's at stake for Costa Mesa residents, businesses and employees, the City's commitment to reinvest in Costa Mesa infrastructure, and more. Make your reservations now [here](#) or call Sandy at the Chamber at 714-885-9090.



Christine Cordon added as a host of 'Costa Mesa Minute'

Christine Cordon of the City Clerk's Office has been added as a host of the "Costa Mesa Minute," the City's daily news and information video show. **Dane Bora** will continue as the main host, with Christine filling in regularly. The City is also looking for other employees interested in hosting the "Costa Mesa Minute" from time to time. Send an e-mail to [Bill Lobdell](#) if you're interested.

SECRET SPOT



Somewhere in Costa Mesa you might recognize this bit of local scenery.

Hint: This isn't a bridge to no where
To get the whole picture, see page [5](#).

CEO's Office (Continued)



Sharon Rodelius



Sylvia Chalmers

Sharon Rodelius, Sylvia Chalmers promoted

Two City Hall employees have received promotions and will start their new jobs Monday. **Sharon Rodelius**, who served for five years as an administrative secretary in the Public Services Department (was instrumental in the development of more than 100 capital improvement projects!), will serve as an executive secretary in the CEO's Office. And **Sylvia Chambers**, an executive secretary for Development Services since 2006, will also move to the Fifth Floor and work as an executive secretary for the CEO's Office. Hired by the City in 1997, Sylvia has served various administrative functions. Congratulations to Sharon and Sylvia!

MAKING HISTORY



When Costa Mesa became really super

One sign of Costa Mesa's vibrancy as a young community came during the Depression when the town's first supermarket, Alpha Beta, opened its doors at 1806 Newport Boulevard (the site today of Hawleywood's Barber Shop). In this classic photo from 1934, store manager Grant Illingworth shows off his well-stocked store.

CEO's Office (Continued)

Council follow-up

An update on some of the questions and concerns raised at the last City Council meeting.

Why have talks started again about the proposed 19th Street bridge?

Orange County Transportation Authority requested that representatives from Costa Mesa (along with Newport Beach, Fountain Valley and Huntington Beach) attend an informational meeting to discuss the proposed 19th Street Bridge, which for decades has been part of the county's master transportation plan. At a second meeting, City staff provided the Orange County Transportation Authority with the mitigation measures it has proposed and/or implemented so that the proposed Gisler Avenue bridge could be eliminated from the county's traffic plan. A third meeting is scheduled for next week.

The City has attended the meetings at the request of the county officials. Any push for serious discussions to revive the 19th Street bridge proposal would have to come at the direction of the City Council.

When can we get more information about the progress of the dismantling of Costa Mesa's Airborne Law Enforcement (ABLE) program and details on how the City's partnership with Huntington Beach is going?

The Costa Mesa Police Department will give a report at the Oct. 18 City Council meeting.

Why are the Requests for Proposals (RFP) for potential outsourcing on the Consent Calendar?

Traditionally, RFPs have been placed on the Consent Calendar. As has happened at the past two council meetings, any item on the Consent Calendar can be pulled, discussed and voted on separately.



SECRET SPOTTED



Answer: The South Coast Plaza bridge over Bear Street.

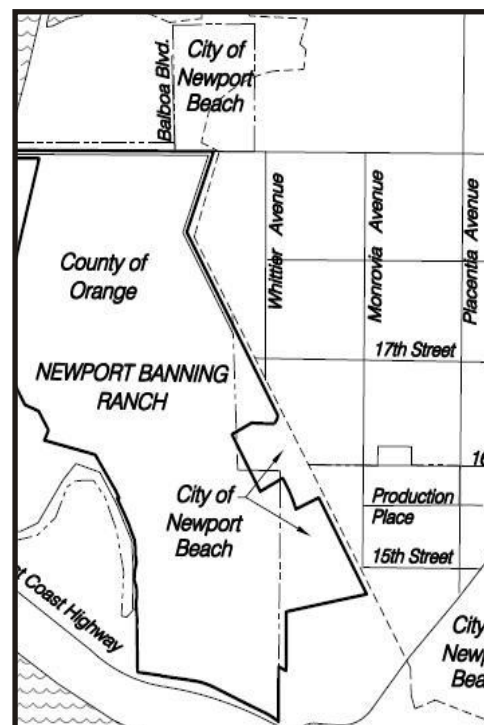
Development Services



Newport Surf rides wave of new design

Newport Surf, a surf and skate shop, is currently making exterior façade alterations to its existing commercial building at 1941 Newport Boulevard in keeping with their surf theme. This retailer offers a variety of items for purchase; such as surfboards, skateboards, clothing, shoes and related accessories. The improvements are valued at \$15,000.

—Minoo Ashabi



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Joint public meeting Oct. 20 on Banning Ranch development

The Costa Mesa City Council, Planning Commission and Parks and Recreation Commission will be hold a joint session to study the 401-acre Banning Ranch development that will border Westside Costa Mesa.

The developer, City staff and a preservation group will make presentations, with a question-and-answer period after each of them. More than 1,300 homes are proposed for the site. For a detailed map of the development, click [here](#).

Finance



Notes from the Finance Department

A payroll audit has just been completed, and the auditors gave the City's finance department good reviews— along with a few minor suggestions for improvement ... Congratulations to Asst. Finance Director **Colleen O'Donoghue**, Payroll Coordinator **Anna Dolewski**, and payroll system programmers **Bill Verderber** and **Yang Hua** ... The audit's results will be presented at the City Council meeting on Oct. 18 ... For those of you who have a fondness for figures, the 2011-2012 City budget is now available online and hard copies can be picked up in the Finance Department.

Fire Department



Firefighters invite residents to Oct. 15 open house

Join the Costa Mesa Fire Department for Fire Prevention Open House events at all fire stations from 10 a.m. to 1 p.m. on Saturday, Oct. 15. The Fire Safety Education Trailer will be set up at Fire Station 2 (800 Baker St.) with special activities for families. Fire and life safety information and emergency preparedness brochures will be available at all stations. The 2011 Fire Prevention Week theme is "Protect Your Family from Fire." The importance of planning for safe evacuation and fire prevention strategies are critical to keeping everyone safe.

—Brenda Emrick

Public Services

Costa Mesa businesses and residents honor fire, police, 911 dispatchers

The Costa Mesa Public Safety Personnel Recognition Barbecue took place Thursday at the Orange County Fair and Event Center. Hosted by the Costa Mesa Chamber of Commerce, the event gave local businesses and residents the opportunity to honoring fire, police and 911 personnel.



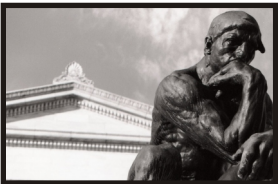
Public Services (Continued)



Water works!

Peter Naghavi captures on cell phone camera aftermath of accident on Irvine Avenue

On Thursday, Interim Asst. Chief Executive Office **Peter Naghavi** was working in Eastside Costa Mesa, checking the health of eucalyptus trees in the area, when he came across a minivan that had just crashed into a fire hydrant in front of Mariners Public Library on Irvine Avenue. Peter whipped out his iPhone and shot these photos. By the way, one of Peter's hobbies is travel photography. His pictures are on display in his 4th-floor office in City Hall.



Are you wiser today than you were yesterday?

One of my heroes is Michael Josephson of the Josephson Institute of Ethics. I have learned a lot from his workshops and his commentaries. Below is his latest commentary. You can receive his free electronic newsletters by signing up online [here](#).

—Tom Hatch

By Michael Josephson

Do you think you're any wiser today than you were five years ago? Do you think you'll be wiser still in another five years? I hope the answer to both questions is an emphatic "yes." One of the benefits of growing older is getting better. And we get better by learning.

I'm not just talking about new facts like how a volcanic eruption in Iceland can prevent airline traffic in most of Europe. I'm talking about learning basic nuggets of wisdom that can change our lives.

For starters, I've learned that as long as I'm willing to learn, I *can* learn and the fact that I'm wiser today doesn't mean I was foolish or incompetent before. You don't have to be sick to get better.

I've learned that no matter how old I am, my life and character are works in process and that there will always be a gap between who I am and who I want to be.

I've learned that it's easy to mask moral compromises with rationalizations and that my character is revealed not by my words or intentions but by my willingness to do the right thing even when it costs more than I want to pay.

I've learned that my character is more important than my competence and that being significant is more important than being successful.

I've learned that I often judge myself by my good intentions but that I'll be judged by my last worst act.

I've learned that the surest road to happiness is good relationships and that striving to be a good person is the surest road to good relationships.

Finally, I've learned that pain is inevitable but suffering is optional and that it's not what happens to me that matters most but what happens in me.

This is Michael Josephson reminding you that character counts.